



Exhibitor News Distribution and Online Press Kit Services via Business Wire

Business Wire, the official News Release Distribution and Online Press Kit service, is providing the following options to enhance exhibitors public relations efforts:

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[Online Press Kit](#) - Create an effective and customizable electronic press kit accessible directly from the official show Online Press Center. Each Online Press Kit also includes its own advisory via Business Wire promoting the Online Press Kit, social media sharing links and starts at \$275.

[EventTrak](#) - Formulate a more effective tradeshow PR strategy with a detailed intelligence report. EventTrak provides exhibitors with pre and post-show media and blogger coverage with direct access to contact information and articles published. Free with an Online Press Kit purchase or \$150 alone.

[News Release Distribution](#) - starting at \$285, distribute your show news and [multimedia](#) via Business Wire's Tradeshow circuits and reach attendees, relevant trade media, industry analysts, online media, consumers, bloggers and much more worldwide. In addition, all news releases automatically receive the NewsTrak [posting and tracking reports](#).

[Online Press Center](#) - All Business Wire news releases and Online Press Kits post to this site and the press/media section of the official show site for easy access.

Free - Business Wire is also offering all sponsors/presenters/exhibitors free distribution of a 100-word profile.

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For additional information email tradeshow@businesswire.com .